

Contents

PART 1

Overall Introduction

What Is Theory?

Patrick F. Campos 3

Suggested Activities

and Discussion Guides 12

PART 2

Introduction to Positivist Theory

INTRODUCTION

Investigating Communication and
Media through Positivist, Cultural,
and Other Theoretical Lenses

Randy Jay C. Solis 17

Suggested Activities

and Discussion Guides 28

2.01

Tuned In, Turned On:
Exposure to Pornographic

Materials and Early Sexual Initiation
among Filipino Adolescents

Elma P. Laguna and Antonio

Jesus P. Pagaduan II 30

2.02

Influence of Interpersonal

Discussion on Contraceptive Use:

A Study of the Philippine Case

Clarissa C. David and Jenna Mae L. Atun 38

2.03

Seducing the Voters: The Powerful and
Limited Effects of TV Electioneering

Lourdes M. Portus 47

2.04

Cross-Cultural Experience
and Media Use: OFWs in Korea
and Their Acculturation

Fernando A. Austria Jr. 54

2.05

Communicating Healthy Lifestyle Choices
in Primetime TV Advertisements

Maharlika B. Corullo, Rudy B. Ebueng Jr.,
and Maria Beverly L. Sambajon 61

2.06

Di BOBOto!: First-Time Voters'
Perceptions on Philippine Elections

Cherine M. Capadocia, Aletia A. Gayosa,
Ma. Aissa Francesca J. Rivera, Aleli G. Roselo,
and Marian Rose P. Uichanco 72

2.07

How Preschool Children Play:
The Influences of Television
Animation and Family

Ma. Margarita Alvina-Acosta 83

2.08

The Grassroots Approach to
Communication: How Participatory
Is Participatory Communication
in the Philippines?

Randy Jay C. Solis 91

2.09

The Rise to the Presidency of Corazon
C. Aquino and Gloria M. Arroyo

Elena E. Pernia, Rachelle E. Khan,
Maria Rosel S. San Pascual, Maria Lourdes C.
De Ocampo, and Jerome C. Kliatchko 106

2.10

Heavy, Moderate, and Light:
Food, Nutrition, and TV
Viewing among Children

Alexandra More M. San Joaquin 118

2.11

The Playground Is Alive:
Online Games and the Formation
of a Virtual Subculture

Mark Anthony B. Gubagaras, Neil Jerome
C. Morales, Stephen Norries A. Padilla,
and Jun Daryl N. Zamora 130

2.12

World-Making: Mobile Phone
Discourses among Selected Urban
Poor Married Couples

Lourdes M. Portus 141

2.13

Etheric Exchanges
and Heterotopic Technologies

Raul Pertierra 153

2.14

Are You In or Out? An Inquiry
into the Source and Audience
of Job Advertisements

Ma. Rosel S. San Pascual 163

PART 3

Toward a Critical View of Media

INTRODUCTION

Sa Unang Malas, Panunuring Pang-
Media at Kritikal na Teorya: Sa Ikalawang
Tingin, Pagbabago ng Media at Lipunan
Choy S. Pangilinan 173

Mga Gawain 189

3.01

Semiology, Pop Culture,
and the Sociology of Writing;
or, What George Steiner Told Me
Cirilo Bautista 193

3.02

Si Lam-ang, si Fernando Poe Jr.,
at si Aquino: Ilang Kuro-Kuro
tungkol sa Epikong Filipino
Isagani R. Cruz 207

3.03

Igorot Representation in
Cordillera Picture Postcard
Anna Christie Torres 217

3.04

The Form and Ideology of Leyte's
Popular Radio Siday: A Critique
Jose Duke S. Bagulaya 230

3.05

Marxism and Ideological Strategies
Alice C. Guillermo 240

3.06

Masses, Power, and Gangsterism in
the Films of Joseph "Erap" Estrada
Rolando B. Tolentino 257

3.07

Kabataang Katawan, Mall, at Syudad:
Refleksyon sa Gitnang Uring
Karanasan at Neoliberalismo
Rolando B. Tolentino 272

3.08

Tansong Ginto: Alaala, Lunan,
at Ideolohiya sa Loob at Lapas
ng Museo ng Iilan
Choy S. Pangilinan 278

3.09

Subjectivity and Hybridity in the Age of
Interactive Internet Media:

The Musical Performances of Charice
Pempengco and Arnel Pineda
Christi-Anne Castro 289

3.10

Ang Mambabasa/Manonood, ang "Mass
Media," at ang Paglikha ng Kahulugan
Soledad Reyes 305

3.11

Introduction: Dreams
Neferti X. M. Tadiar 311

3.12

The Other Other:
Toward a Postcolonial Poetics
Isagani R. Cruz 321

3.13

The Email Order Bride as
Postcolonial Other: Romancing the
Filipina in Web-based Narratives
Johnathan Libarios Rondina 331

3.14

Bodies of Work: Sexual Circulations
in Philippine Cinema
Patrick D. Flores 338

3.15

Ang Pagbenta sa Imahen ng
Kalalakihan sa mga Piling
Tindahang Pandamit sa Pilipinas
Reuben Ramas Cañete 349

3.16

In the Concrete Now:
Investigating Feminist Challenges
to Popular Romance Production
Sarah Jane Raymundo 360

3.17

Ang Nagbabagong Anyo ng
Sosyolohiya sa Nagbabagong Lipunan
at Mundo: Ang Postmodernismo at
ang Hinaharap ng Sosyolohiya

Gerardo M. Lanuza 372

PART 4

Media Studies in the Context of Philippine Studies

INTRODUCTION

Notes on the Question of Forging
a Filipino Critical Framework

Patrick F. Campos 401

Suggested Activities
and Discussion Guides 413

4.01

Ang Paghuli sa Adarna: Tungo sa
Isang Pamantayang Pangkultura

Nicanor G. Tiongson 415

4.02

The Notion of Value in Filipino Culture

F. Landa Jocano 419

4.03

Kaalamang Bayang Dalumat
ng Pagkataong Pilipino

Prospero Covar 427

4.04

Pantayong Pananaw: Isang Paliwanag

Zeus Salazar 434

4.05

Kapwa and the Struggle
for Justice, Freedom, and Dignity

Virgilio Enriquez 440

4.06

Ang Pagkataong Filipino:

A Theory of Filipino Personhood

Katrin De Guia 452

4.07

Worlding the Third World (O Kung
Paanong Nagkakadaigdig ang Ikatlong
Daigdig sa mga Pelikula ni Kidlat Tahimik)

Eulalio R. Guieb III 473

4.08

Pantayong Pananaw and the History
of Philippine Political Concepts

Ramon Guillermo 480

4.09

Mga Katiwalian sa Ating Kamalayan
Tungkol sa Kaalamang Bayan

Arnold Molina Azurin 489

PART 5

Integration/Synthesis

Ang mga Gamit ng Teorya ng
Media at Lipunan; o, Teorya ng
Kritikal na Buhay at Lipunan

Rolando B. Tolentino 503

Mga Gawain 511

APPENDIX

Communication and Media Theories Sample Syllabus

Comm 130 Course Syllabus 515

References 529

Index 533

Notes on the Contributors 541

About the Editors 547

Course Syllabus

COURSE CODE AND NUMBER:	COMM 130
COURSE TITLE:	Communication and Media Theories
COURSE DESCRIPTION:	The communication process and the development of communication and media theories.
PREREQUISITE:	COMM 100
COURSE CREDIT:	3 u.
COURSE OBJECTIVES:	<p>At the end of the course, the students should be able to:</p> <ul style="list-style-type: none">• trace the historical development and context of communication and media theories;• identify the basic principles, strengths, and weaknesses of various communication and media theories; and• apply communication and media theories to situations, issues, forms, and practices of communication and media.

Course Outline

I. *Introduction*

(1 week)

- A. Mass Media as a Product of Modernity
- B. The Development of Media as an Academic Discipline
- C. Defining Theory and Media Theory
- D. Organizing Communication Theory

II. *Positivist Theories*

(4 weeks)

- A. Theories of Individual Outcomes
 - 1. Magic bullet, hypodermic needle theories
 - 2. Two-step flow of media
 - 3. Reinforcement theory
 - 4. Expectancy-value theory
 - 5. Dependency theory
 - 6. Uses and gratification theory
- B. Theories of Cultural Outcomes
 - 1. Functions of mass media
 - 2. The diffusion of innovation
 - 3. Spiral of silence
 - 4. Cultivation analysis
 - 5. Agenda setting

III. *Cultural/ Critical Theories*

(4 weeks)

- A. Cultural Analysis
 - 1. Ritual rather than transmissional perspectives
 - 2. Macroscopic vs. microscopic theories
 - 3. Framing and frame analysis
- B. Linguistics-Based Theories
 - 1. Semiotics and semiology
 - 2. Structuralist theory
 - 3. Poststructuralist theory
 - 4. Narrative theory
 - 5. Postmodern theory
- C. Critical Cultural Analysis
 - 1. Marxism and related theories (Frankfurt, British-colonial, political economy, and hegemony and power theories)
 - 2. Psycho-analytical theories
 - 3. Critical theory of technology
 - 4. Postcolonial theory
 - 5. Reader-oriented theories
 - 6. Gender theories (feminist, gay, lesbian, and queer theories)

IV. Other Schools

(4 weeks)

- A. Toronto School
- B. Social Construction of Reality
- C. Interactionism: Chicago and Iowa Schools
- D. Message Reception and Production
- E. Special Topics (to be tailored to students' interests)

V. Developing a Framework for Philippine Media

(2 weeks)

- A. Sikolohiyang Pilipino
- B. Pantayong Pananaw
- C. Pagkataong Filipino
- D. Others

VI. Integration

(1 week)

- A. Communication Science vs. Culture-Centered Paradigm
- B. The Blurring of Disciplinary Boundaries

Course Requirements

Midterm Exam	25%
Final Exam	25%
Reports/Presentations	20%
Quizzes/Exercises/Papers	20%
Participation	10%
TOTAL	100%

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